



NEWFOUNDLAND AQUACULTURE
INDUSTRY ASSOCIATION

28th Annual Conference and Trade Show

Delta Hotel, St. John's NL

September 5-7, 2023

Aquaculture: The Future of Responsible Food Production

EXHIBITOR PACKAGE & AGREEMENT

BOOK YOUR ACCOMMODATIONS *Be sure to specify to book under the NAIA Block for Cold Harvest 2023*

[Delta Hotel Marriott International](#)

[JAG Hotel – Steele Hotels](#)

120 New Gower Street. Call 709-739-6404

115 George Street. Call 709-(844) 564-1524

EXHIBITORS ARE ENTITLED TO:

- ❖ Two conference registrations (Networking event tickets sold separately)
- ❖ 8' x 10' space with a skirted table and 2 chairs and power OR
6' x 10' with a skirted table and 2 chairs and power (pre-function/ higher traffic area)
- ❖ Opening Reception on Sept 5th included
- ❖ Business profile in the Cold Harvester magazine/conference program if confirmed before August 5th. No guarantees after this date.
- ❖ Scheduled visits/networking breaks in conjunction with the tradeshow.
- ❖ Acknowledgement on NAIA website and on social media.

Exhibitor fee: NAIA Members: \$1,200 + HST Non-Members: \$1,400 + HST

To exhibit, please return the enclosed forms with payment to:

Newfoundland Aquaculture Industry Association

P.O. Box 27, St. Alban's, NL, A0H 2E0

Ph: 709-538-3454 or via email at Roberta@naia.ca

www.coldharvest.ca www.naia.ca



EXHIBITOR AGREEMENT

1. OFFICIAL FUNCTION TITLE: Cold Harvest 2023 - NAIA Conference & Trade Show (The Contractor)

2. DATES OF TRADE SHOW: September 5 - 7, 2023 (Tuesday - Thursday)

3. LOCATION OF TRADE SHOW: Delta Hotel St. John's Conference Centre, St. John's, NL, Canada

4. HOURS OF EXHIBITING:

Tuesday, Sept 5 th	7:00 pm - 9:00 pm
Wednesday, Sept 6 th	9:00 am - 5:00 pm
Thursday, Sept 7 th	8:30 am - 2:00 pm

5. SPACE AVAILABILITY: Booth space will be ready for exhibitors to setup displays on Tuesday, Sept 5th from 12:00 - 5:00 pm. (Reception begins at 7:00 pm)

Exhibit spaces must be completely cleared by 2:00 pm on Thursday, Sept 7th for banquet set-up. It is the responsibility of the exhibitor to ensure that the exhibit space is left clean with minimal refuse, otherwise a labour charge for clean-up will be assessed to the exhibitor.

6. APPLICATION FOR BOOTH RENTALS AND METHODS OF PAYMENT: An application does not automatically translate into the attribution of booth space. Depending on circumstances, the organizers can decide not to confirm an application, to attribute a booth or space smaller in size than originally requested, to modify the space to be made available, or to cancel a space, without being subject to any legal claim made by a potential exhibitor. For one's reservation to be officially registered, the exhibitor must submit an official application for booth space and receive approval from NAIA.

7. ENTRANCE PASS: The exhibitor is entitled to **TWO (2)** complimentary entrance passes for the duration of 2023 NAIA Conference & Tradeshow. This pass can only be used by the individual associated with the administration of the booth. No additional name tags will be issued after you've submitted the name for the pass and the conference begins. Tickets for all events must be purchased separately.

8. CANCELLATION PROCEDURES: No sum of money paid by the exhibitor under the terms of the present contract will be returned if the exhibitor does not utilize the designated space reserved for him/her. The contractor has the final say regarding the interpretation and implementation of all the rules and regulations pertaining to the present agreement and has the authority to introduce modifications, including non-specified conditions that he/she may judge to be necessary for the proper unfolding of the event.

No registration is final until full payment has been received. Reimbursement for cancellation is 100% if request is made in writing 60-days prior to the start of the event and 50% if made 30-days prior to the start of the event. If cancellation is less than 30-days, there will be no reimbursement of funds.

9. RENTAL OF EQUIPMENT OR SHIPPING, RECEIVING, UNLOADING, MOVING AND HANDLING OF EXHIBITOR MATERIAL AT SHOW SITE: Please see Eastern Audio information package for more information.

10. USE OF EXHIBIT SPACE: All demonstrations, interviews, or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sub-let or apportion the whole or any part of the space allotted him/her without the knowledge and consent of NAIA Conference Coordinator. Aisles must be kept clear, and exhibits shall be arranged so that sales personnel will remain inside the space rented.



11. NOISY OR OBNOXIOUS EQUIPMENT: If the operation of any equipment or apparatus produces noises of sufficient volume or odours found to be annoying to the neighbouring exhibitors or guests, it will be necessary to discontinue such operation.

Radio, television, motion pictures or other sound and visual aids will be operated in such a manner and place as not to provide inconvenience to other exhibitors. Sounds must be at a level to reach the immediate vicinity of the Exhibitor's area and the management reserves the right to prohibit use of any equipment contravening these regulations.

12. LIABILITY: The contractor and/or the Hotel and/or their personnel will NOT be responsible for loss, theft and/or damage or injury to exhibits, merchandise or personnel or other properties while such are on the property. The exhibitor shall accept full responsibility for any or all damage caused by the Exhibitor or its representatives and agrees to indemnify and save harmless the contractor and/or the Hotel and/or their personnel from and against any such loss, theft, damage or injury, no matter how caused.

13. ENQUIRIES: Enquiries should be addressed to Roberta Collier, Conference Coordinator: Tel: 709-538-3454, Cell: 709-572-3080 or Email: roberta@naia.ca.

14. SURRENDER OF SPACE: The exhibitor shall on termination of the Term of Agreement surrender the premises to the contractor and the Delta Hotel in the same state and condition and clean and free of signs, displays and other debris, merchandise and equipment, as at the commencement of the period.

If the space is not vacated by the Exhibitor at the end of the period, the contractor and/or the Delta Hotel has the right to remove from the space at the expense of the Exhibitor, all merchandise, goods and property of any kind which may be then in the space, and the contractor and/or the Hotel shall not be liable for any damage or loss to such merchandise, goods or property which may be sustained by reason of such removal or by storage after such removal and the Exhibitor expressly releases the contractor and the Hotel from any and all claims for such damages in that respect.

It is understood and agreed that on account of the shortness of the term of the Agreement, the time for surrender of the space at the expiration of the Agreement is of the essence of the Agreement. If the Exhibitor fails to surrender the space as therein provided the exhibitor shall pay the contractor and the Hotel for all the damages which the contractor and/or the Hotel may have to pay or may have sustained.

15. COMPLIANCE WITH LAWS AND INDEMNIFICATION: The Exhibitor will not do or permit anything to be done in, upon or about the space, or of the building or bring or keep anything therein which will in any way conflict with the regulations of the Fire, Police or Health Departments or with the rules, regulations, by-laws or ordinances of any governmental authority having jurisdiction over the premises or the business conducted therein, all of which the Exhibitor undertakes to abide by and conform to.

The Exhibitor covenants and agrees that it will indemnify and hold harmless the contractor and the Hotel against any penalty imposed for or damage arising out of the violation of any laws or ordinances by the Exhibitor, its agents, employees, visitors, guests and licensees and that it will protect, indemnify and hold harmless the contractor and the Delta Hotel against any and all damage or expenses arising out of any accident or occurrence on or about the Premises causing injury or death of any person or damage to property and against any and all damage or expenses arising out of any failure of the Exhibitor.

16. INSURANCE: The Exhibitor shall not do or permit anything done in or about the leased space or bring into, or keep upon the leased space, anything which will in any way affect the fire risk or increase the rate of fires or other insurance on the building, or which will in any way invalidate or conflict with fire insurance policies covering the building. Should the rate of



any type of insurance on the building be increased by reason of any violation of the agreement by the Exhibitor, the contractor and Delta Hotel, in addition to all other remedies, may pay the amount of such increase, and the amount to be paid shall become payable by the Exhibitor as additional rent on demand. The contractor and the Hotel will not assume toward the Exhibitor any responsibility for the safety of exhibits against theft, fire, damage, accidents or for any cause whatever. **In all cases, the Exhibitor must insure its own exhibits and merchandise.**

17. WAIVER: No consent to any variation of any term or condition of this agreement shall be valid unless in writing and identified with the agreement.

18. ON-SITE SUPERVISION: The contractor is charged with complete responsibility and full authority to enforce all the provisions of these Rules and Regulations for the benefit of all concerned. Any exceptions to or deviation from these Rules may be made only on their authority.

EXHIBITOR AGREEMENT

The undersigned declares that he/she has read and understands the rules and regulations as described in the accompanying EXHIBITOR'S AGREEMENT and agrees to abide by them.

_____ Date: _____
Contractor/Exhibitor

This section reserved for the NAIA:

This application is accepted, and as such, binds the contractor and contractee by the terms of the current agreement.

_____ Date: _____
NAIA

A signed copy of this Agreement will be returned to you by the Contractor for your own records.

NAIA Conference and Tradeshow 2023

Per:

Roberta Collier
Conference Coordinator

Newfoundland Aquaculture Industry Association

P.O. Box 27, St. Alban's, NL, A0H 2E0

Ph: 709-538-3454

Cell: 709572-3080

roberta@naia.ca



**EXHIBITOR BUSINESS PROFILE
for Cold Harvester Magazine/Program**

Please email to roberta@naia.ca before Aug 5th – otherwise no guarantee it will be included in the program)

Organization Name: _____

Exhibitor Names: 1. _____ 2. _____

Address: _____

Phone: _____ Website: _____ Email: _____

(approx. 100 words): _____



EXHIBITOR & CONFERENCE ORDER FORM

Name: _____ Company: _____

Address: _____

Tel: _____ Email: _____

Name on Exhibitor Tags: (Up to 2 complimentary registrations)	
#1:	#2:
Please provide a brief description of your booth display:	
Do you require electricity at the booth?	
Preferred Booth Space: #1: _____ #2: _____ (See map on pg. 7)	
EXHIBITOR RATE: NAIA Members: \$1,200. Non-Members: \$1,400. + HST	

Quantity	Description	Rate	Subtotal
	Exhibitor Space (See page 7)	\$	\$
	Cold Harvest Networking Event at O'Reilly's - Sept 6 th	\$ 50.00	\$
	Gala Banquet at the Delta - Sept 7 th	\$ 90.00	\$
	Event Sponsorship (See page 8)	\$	\$
	Cold Harvester Magazine Ad Pkg #: (See page 9)	\$	\$
		Subtotal	
		HST 15%	
		Total	

Print Card Holder's Name: _____	Amt. Pd.: _____
VISA Number: _____	Expiry Date: _____
Card Holder's Signature: _____	
<i>Please complete, sign, and send pages 5-6 to the address listed below. Payment by cheque or credit card must be paid in full before CH23.</i>	

To learn more about sponsorship or advertising opportunities, please download the registration package available at
www.coldharvest.ca



EXHIBITOR FLOOR PLAN





SPONSORSHIP OPPORTUNITIES

Sponsorship represents an integral part of the success of NAIA Cold Harvest 2023 and provides a valuable advertising opportunity for your company/organization. Please review the sponsorship opportunities available and fax or email the attached form to the contact information provided. **PLEASE NOTE: Sponsor ads must be confirmed and submitted before August 5th. No guarantees after this date.**

Please note: All sponsors are welcome to provide promotional items for registration area.

Each sponsor is entitled to acknowledgement in the program booklet, displayed on a running slideshow at CH23, on social media and the following:

<i>Presenting Sponsor \$25,000</i>	<i>Platinum \$10,000</i>
<ul style="list-style-type: none"> <input type="checkbox"/> 1 Page Inside Cover Ad and Logo in the Cold Harvester Magazine/Conference Program <input type="checkbox"/> 10 Complimentary Banquet Tickets <input type="checkbox"/> Signage at the Event 	<ul style="list-style-type: none"> <input type="checkbox"/> 1 Page Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> 5 Complimentary Banquet Tickets <input type="checkbox"/> Signage at the Event
<i>Networking Event Sponsor \$10,000</i>	<i>Lanyard Sponsor \$5,000</i> (Company must provide the lanyards)
<ul style="list-style-type: none"> <input type="checkbox"/> 1 Page Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> 5 Complimentary Banquet Tickets <input type="checkbox"/> Signage at the Event 	<ul style="list-style-type: none"> <input type="checkbox"/> 1 Page Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> 5 Complimentary Banquet Tickets <input type="checkbox"/> Signage at the Event
<i>Gold \$5,000</i>	<i>Silver \$2,500</i>
<ul style="list-style-type: none"> <input type="checkbox"/> ½ Page Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> 2 Complimentary Banquet Tickets <input type="checkbox"/> Signage at the Event 	<ul style="list-style-type: none"> <input type="checkbox"/> ¼ Page Ad and Logo in the Cold Harvester Magazine/Conference Program <input type="checkbox"/> Signage at the Event
<i>Nutrition Break \$2,000</i>	<i>Bronze \$1,000</i>
<ul style="list-style-type: none"> <input type="checkbox"/> ¼ Page Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> Signage at the Event 	<ul style="list-style-type: none"> <input type="checkbox"/> Business Card Ad and Logo in the Cold Harvester Magazine/ Conference Program <input type="checkbox"/> Signage at the Event



COLD HARVESTER MAGAZINE
28th Annual Conference and Trade Show

ADVERTISING PACKAGES

NAA's quarterly magazine highlights activities within the aquaculture industry in Newfoundland and Labrador. The fall edition will also include conference information and highlights and will be circulated globally as well as during Cold Harvest 2023. It is also promoted digitally on our website and social media.

To advertise in the next edition, please confirm by returning this form with method of payment before **August 5th, 2023**. If you need an ad produced, please send along the information you would like included with a digital photo and/or company logo. Please contact Roberta at 709-538-3454 or via email roberta@naia.ca for more information.

PKG #	ADVERTISING SIZES AND RATES	Amount (not including HST)
	Please choose the ad size that you would like to reserve. You can reserve your selection on the following page.	
1	Full Page Ad (7.625" x 10") Inside, Outside or Back Cover	\$1200
2	Full Page Ad (7.625" x 10")	\$1000
3	1/2 Page Ad (7.625" x 4.75")	\$500
4	1/3 Page Ad (3.75" x 7.5")	\$350
5	1/4 Page Ad (3.75" x 4.75")	\$250
6	1/8 Page Ad - Business Card (3.75" x 2")	\$125

ANNUAL DR. JOE BROWN SILENT AUCTION



The annual Dr. Joe Brown Silent Auction will take place during CH23. Please contact Jackie Richards (jackie@naia.ca) or Roberta Collier (roberta@naia.ca) if you would like to make a donation or for more information.

This year we intend to host our most successful auction to date to ensure our students have an opportunity to participate in key events where they can share their work and network with industry stakeholders from around the world. To help us achieve our goal we ask that you confirm your donation as early as possible. Thank you for your continued support!